

Fig. 1
ITV System

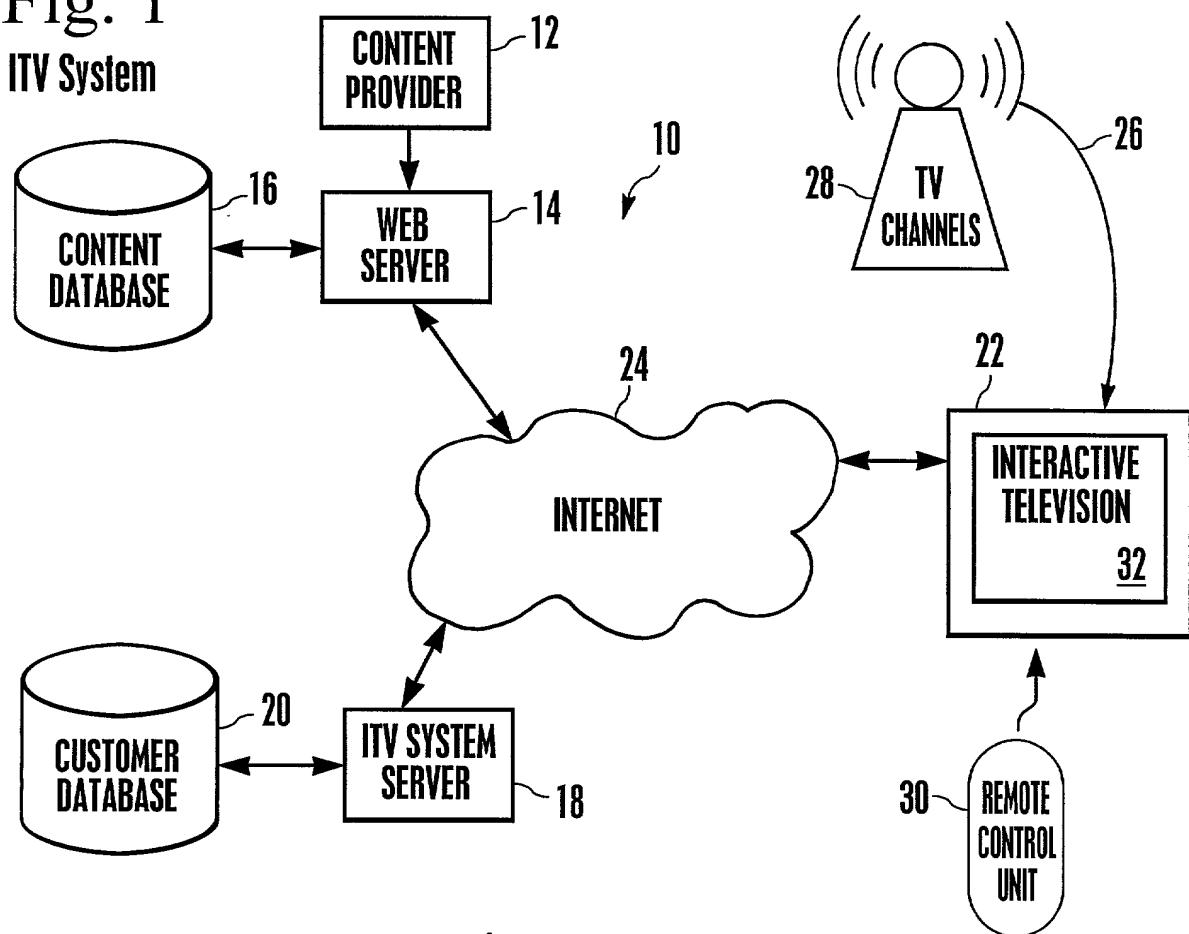
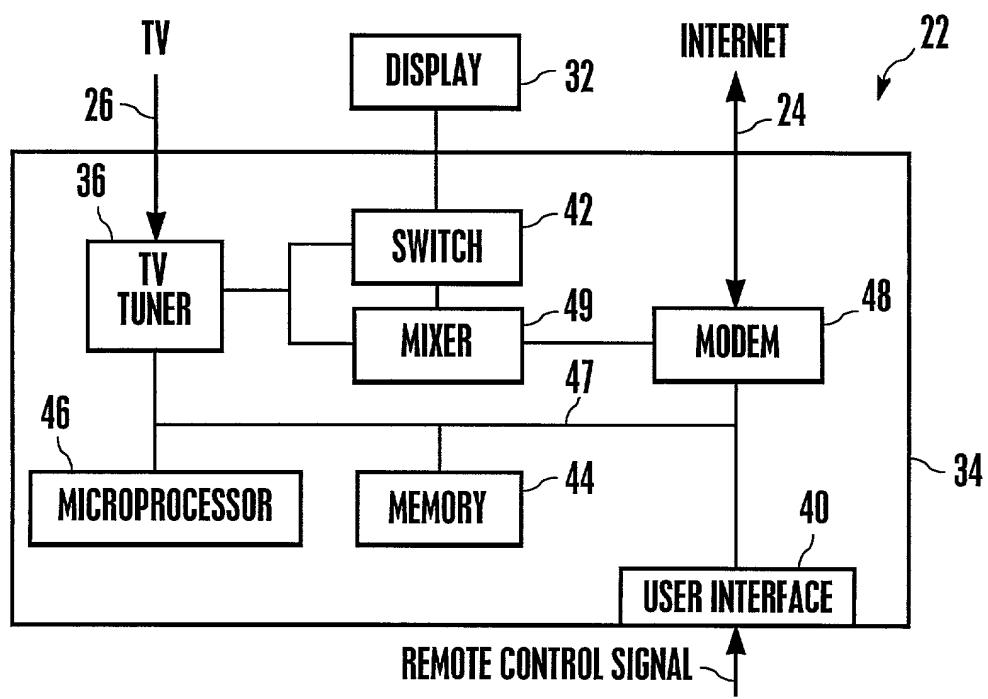


Fig. 2
ITV Set



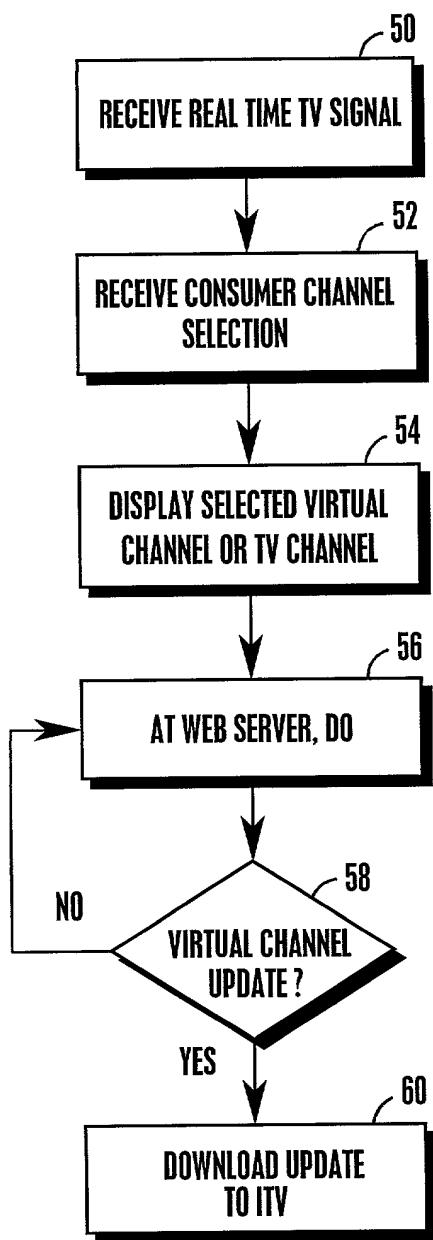


Figure 3

OVERALL METHOD

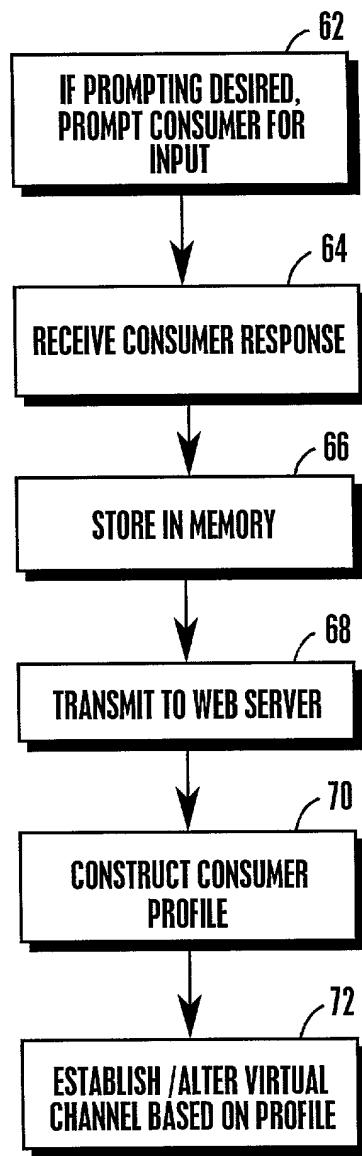


Figure 4

ESTABLISHING CONSUMER PROFILE